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1. (Currently amended) A process for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, comprising the steps of:

providing at least a first template defining a default pattern including a plurality of identified groups of cells by a host server at a first location;

providing group information comprising data records associating at least one of the cells to each of the plurality of identified groups by the host server;

providing local presentation information comprising data records associating each of a plurality of presentation objects associated with items for sale at a second location remote from the first location with at least one of said identified groups by an intermediate server at the second location; and

reading said default pattern along with accessing said group information and said local presentation information, filling-in said cells with a number of the presentation objects to produce a screen by the intermediate server; and

providing the screen to transaction computers at the second location by the intermediate server for display by the transaction computers during transactions involving the items for sale.

2. (Original) The process of Claim 1 wherein:  
said step of providing group information further comprises optionally assigning cell characteristics;

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    said group information is organized as a data structure;

    said presentation information is organized as a data structure;

    each of said plurality of presentation objects comprises at least one module of data having multisensory attributes; and

    each of said cells comprises a defined area of a display whereupon activation results in at least one action selected from the group consisting of ordering an item, deleting an item, controlling a peripheral, navigating though dialog, controlling an internal dialog process, controlling an external process, and presenting at least one of said objects.

3. (Original) The process of Claim 1 wherein:

    said step of providing at least a first template further comprises providing a DIALOG template to include said first template and a second and third template, each defining a respective second and third default pattern; and

    said step of providing group information further comprises assigning cell characteristics, and said cell characteristics comprises a characteristic selected from the group consisting of cell functions, multisensory attributes, and cell layout patterns.

4. (Original) The process of Claim 3 wherein:

    said group information is organized as a data structure;

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said identified groups comprise a first, second, and third parent group, each respectively associated with said first, second, and third template; and

said step of providing group information further comprises identifying at least a first and second subgroup for each of said parent groups.

5. (Original) The process of Claim 4 wherein:

said step of providing group information further comprises associating each of said first and second display areas with a respective one of said identified subgroups, associating at least one cell to each of said identified subgroups, and said assigning cell characteristics comprises doing so for each of said identified subgroups of cells; and

said step of providing local presentation information comprises further associating each said presentation object with one of said identified subgroups.

6. (Original) The process of Claim 1:

wherein said step of providing group information further comprises assigning initial cell characteristics;

wherein said step of providing local presentation information further comprises assigning local cell characteristics to any of said cells; and

further comprising the step of, after said accessing of said group information and said local presentation information, overriding any of said initial cell characteristics of said group information

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with any of said local cell characteristics for which there is an overlap.

7. (Original) The process of Claim 6 wherein:
  1. said initial cell characteristics comprise a characteristic selected from the group consisting of cell functions, multisensory attributes, and cell layout patterns; and
  2. said step of filling-in comprises populating each said cell with any respective of said presentation objects according to said data records of said local presentation information to generate the presentation at an interactive kiosk.
  
8. (Original) The process of Claim 1 wherein:
  1. said identified groups comprise (a) a first parent group associated with said first template, and (b) a second parent group associated with a second template defining a second default pattern; and
  2. said step of providing group information further comprises:
    1. identifying at least a first and second subgroup for each of said parent groups;
    2. associating each of a first and second display area of said first default pattern with a respective first- and second- subgroup of said first parent group;
    3. associating each of a first and second display area of said second default pattern with a respective first- and second- subgroup of said second parent group; and

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associating a plurality of cells respectively with each of said subgroups.

9. (Original) The process of Claim 8 wherein:

    said step of providing group information further comprises assigning cell characteristics for each of said parent groups; and

    said step of providing local presentation information comprises further associating each said presentation object with one of said subgroups.

10. (Original) The process of Claim 9 wherein said step of providing group information further comprises assigning cell characteristics for each of said plurality of cells associated with said subgroups; and further comprising, after said step of providing group information and before said step of reading said default pattern, the step of editing said group information, based upon a level of access granted to do so.

11. (Original) The process of Claim 8 wherein each of said plurality of presentation objects comprises at least one module of data having multisensory attributes; and further comprising the step of, reading said first and second default pattern along with accessing said group information and creating a respective first and second intermediary display pattern such that each said first and second intermediary display pattern has said cell-to-subgroup associations of said respective first and second default pattern.

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12. (Currently amended) The process of Claim 11 further comprising the step of copying and storing said second intermediary display pattern as a plurality of instantiation second display patterns; and wherein:

    said creating said first and second intermediary display patterns occurs at [a] the first location;

    said step of reading said default pattern further comprises reading said first and second intermediary pattern and each of said instantiation second display patterns; and

    said step of filling-in comprises, at [a] the second location, populating each said cell of said first and second intermediary display patterns and each of said instantiation second display patterns with any respective of said presentation objects according to said data records of said local presentation information.

13. (Currently Amended) A process for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, comprising the steps of:

    providing at least a first template defining a default pattern having a first and second display area by a host server at a first location;

    providing initial group information comprising data records associating at least one cell to each of a subgroup associated with each said first and second display area by the host server;

    editing said initial group information, based upon a level of access granted to do so by the host server;

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providing local presentation information comprising data records associating each of a plurality of presentation objects associated with items for sale at a second location remote from the first location with at least one of said subgroups by an intermediate server at the second location; and

reading said first and second default patterns along with accessing said edited group information and said local presentation information, populating each said cell with any respective of said presentation objects according to said data records of said local presentation information to produce a screen by the intermediate server; and

providing the screen to transaction computers at the second location by the intermediate computer for display by the transaction computers during transactions involving the items for sale.

14. (Currently amended) A system for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, the system comprising:

a host server at a first location including a DIALOG template ~~residing on a host server~~, said DIALOG template comprising at least a first template defining a default pattern including a plurality of identified groups of cells, and group information comprising data records associating at least one of the cells to each of the plurality of identified groups;

~~group information residing on said host server, said group information comprising data records~~

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associating at least one of the [cell] cells to each of [a] the plurality of identified groups; a primary computer at a second location remote from the first location including local presentation information residing on an intermediate server, said local presentation information comprising data records associating each of a plurality of presentation objects associated with items for sale at the second location with at least one of said identified groups, said computer further including a processor adapted for, after reading said default pattern and accessing said group information and said local presentation information, filling-in said cells with a number of the presentation objects to produce a screen; and a processor residing on said intermediate server, said processor adapted for, after reading said default pattern and accessing said group information and said local presentation information, filling in said cells with a number of the presentation objects a transaction computer at the second location for displaying the screen during a transaction involving the items for sale.

## 15. (Original) The system of Claim 14 wherein:

    said first default pattern defines at least a first and second display area;

    said DIALOG template further comprises a second and third template respectively defining a second and third default pattern, each of which has first and second display areas;

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    said identified groups comprise a first, second, and third parent group, each respectively associated with said first, second, and third template; and  
    said data records of said group information further identify a first and second subgroup for each of said parent groups.

16. (Currently Amended) The system of Claim 14 wherein:
  - said DIALOG template originates at [a] the first location and said processor is at [a] the second location;
  - said group information is organized as a data structure;
  - said presentation information is organized as a data structure;
  - each of said plurality of presentation objects comprises at least one module of data having multisensory attributes; and
  - each of said cells comprises a defined area of a display whereupon activation results in at least one action selected from the group consisting of ordering an item, deleting an item, controlling a peripheral, navigating though dialog, controlling an internal dialog process, controlling an external process, and presenting at least one of said objects.
17. (Original) The system of Claim 14 further comprising an interactive display adapted for viewing the presentation; and wherein:
  - said data records of said group information further associate initial cell characteristics for each said cell;

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    said data records of said local presentation information further associate local cell characteristics to each said cell; and

    said filling-in comprises populating each said cell with any respective of said presentation objects according to said data records of said local presentation information, and such that said local cell characteristics override any of said initial cell characteristics for which there is an overlap.

18. (Original) The system of Claim 14 further comprising a second processor adapted for permitting editing, based upon a second level of access granted to do so, of said group information; and wherein said first processor is further adapted for permitting editing, based upon a first level of access granted to do so, of said local presentation information, said first level of access being more-restricted than said second level.

19. (Currently amended) The system of Claim 14 further comprising an intermediary display pattern created at [a] the first location using said default pattern and having accessed said group information such that said intermediary display pattern has said cell-to-group associations of said default pattern; and wherein:

    said processor is at a store location, said default pattern read for said filling-in said cells is said intermediary display pattern;

    said identified groups comprise (a) a first parent group associated with said first template, and (b) a second parent group associated with a second template defining a second default pattern;

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    said data records of said group information further identify at least a first and second subgroup for each of said parent groups, and further associate at least one cell with each of said subgroups; and

    said data records of said local presentation information further associate each said presentation object with one of said identified subgroups.

20. (Currently amended) A computer executable program code on a computer readable storage medium for authoring electronic information for presentation at an interactive electronic display with which an item may be ordered, the program code comprising:

    a host server provided first program sub-code for providing at least a first template defining a default pattern including a plurality of identified groups of cells;

    a host server provided second program sub-code for creating group information comprising data records associating at least one of the cells to each of the plurality of identified groups;

    an intermediate server provided third program sub-code for providing local presentation information comprising data records associating each of a plurality of presentation objects associated with items for sale with at least one of said identified groups; and

    an intermediate server provided fourth program sub-code for reading said default pattern, accessing said initial group information and said local presentation information, and filling-in said cells with a number of the presentation objects to produce a

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screen for display by a transaction computer during a transaction involving the items for sale.

21. (Original) The program code of Claim 20 wherein said second program sub-code further comprises assigning a cell characteristic, said cell characteristic comprising a characteristic selected from the group consisting of cell functions, multisensory attributes, and cell layout patterns; and further comprising:

    a fifth program sub-code permitting editing of said group information, based upon a first level of access granted to do so, before said step of reading said default pattern and filling-in said cells; and

    a sixth program sub-code permitting editing of said local presentation information, based upon a second level of access granted to do so, before said step of reading said default pattern and filling-in said cells.

22. (Original) The program code of Claim 20 wherein:

    said identified groups comprise a first parent group associated with said first template;

    said second program sub-code comprises instructions for identifying a first and second subgroup for said parent group, said first subgroup associated with a first display area of said default pattern, said second subgroup associated with a second display area of said default pattern, and further associating at least one cell with each of said subgroups; and

    said third program sub-code comprises instructions for further associating each said

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presentation object with one of said identified subgroups.

23. (Currently amended) The program code of Claim 20:

    further comprising a fifth program sub-code for creating an intermediary display pattern at [a] the first location using said default pattern and said group information such that said intermediary display pattern has said cell-to-group associations of said default pattern;

    wherein said fourth program sub-code comprises instructions for reading said intermediary pattern and for filling-in each said cell with any respective of said presentation objects according to said data records of said local presentation information; and

    further comprising a sixth program sub-code for generating the presentation at an interactive kiosk at [a] the second location.